

Medical Libraries and Librarians of Hawaii: A Landscape of Value for Health Care



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val·ue

[ˈval yōō]

the importance, worth, or usefulness of something

the monetary worth of (something).

consider (someone or something) to be important or beneficial

the degree of importance of some thing

the balance between what a customer sees as the benefit to them of a product and the price they have to pay for it

how good or useful something is in relation to its price

im·pact

[ˈim ˌpakt]

having a strong effect on someone on something

affect, influence, make an impression on

ability of a service to make a difference in behavior or outcome

How do we measure value?

-- Quantitatively

Return on Investment (ROI) Data

Cost Benefit Analysis (CBA)

Time saved after learning skill like searching

Cost effectiveness analysis (CEA)

-- Qualitatively

Improved decision-making

Contributions to faculty teaching and research outcomes

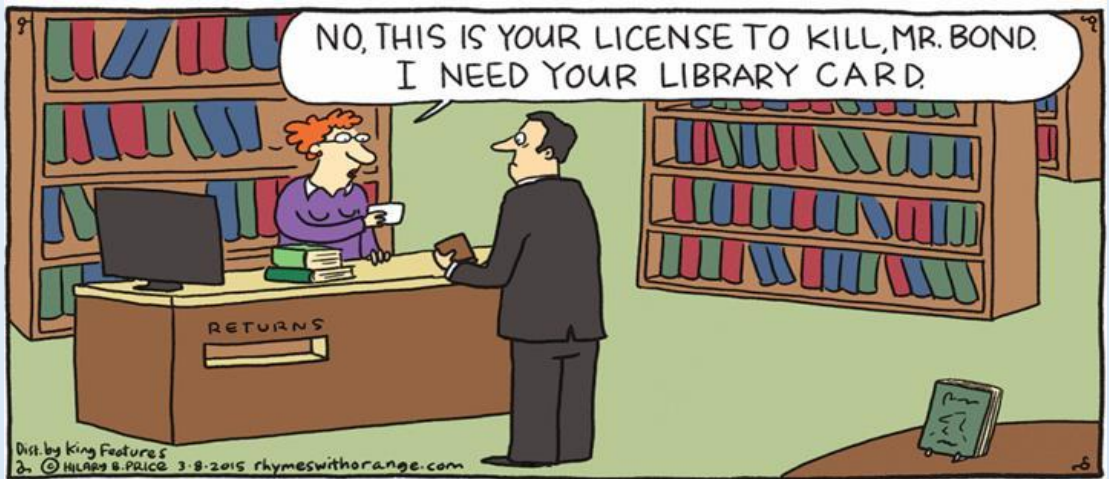
Assessing, filtering, and teaching

Promoting information literacy

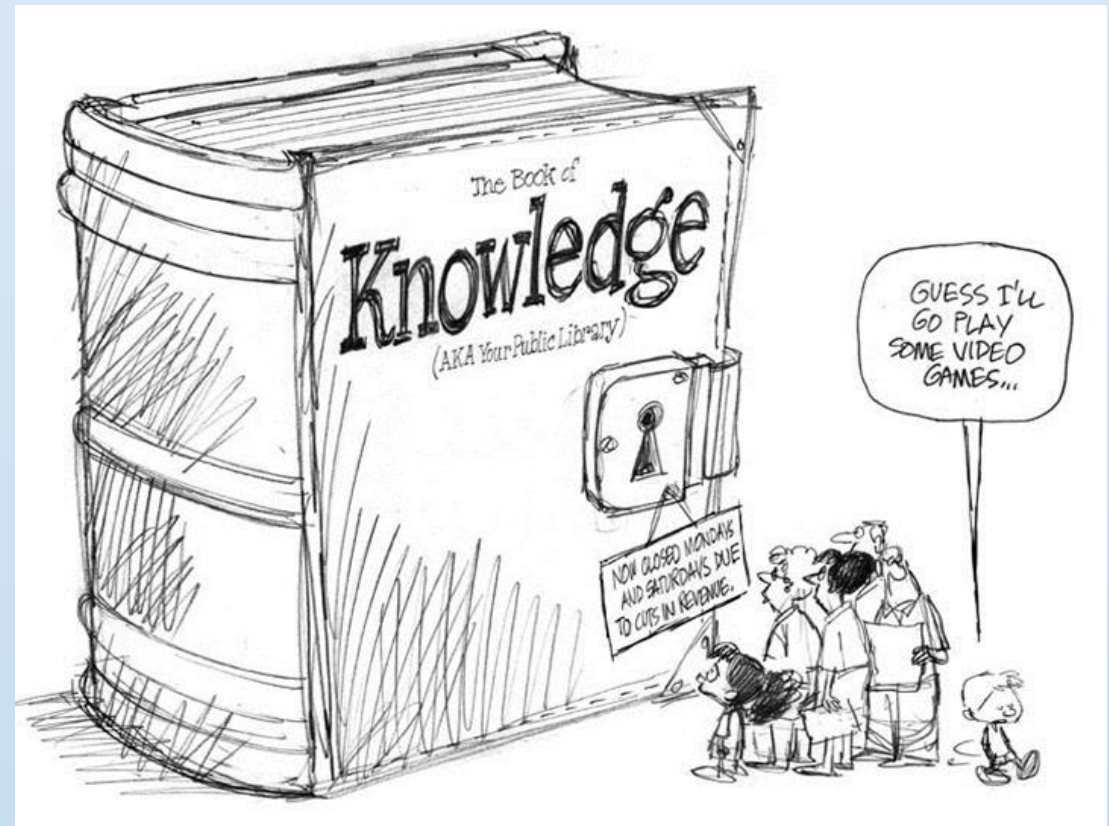
Evaluations based on existing data, surveys, interviews, and focus groups

Outcome measures

The Good Ol' Days



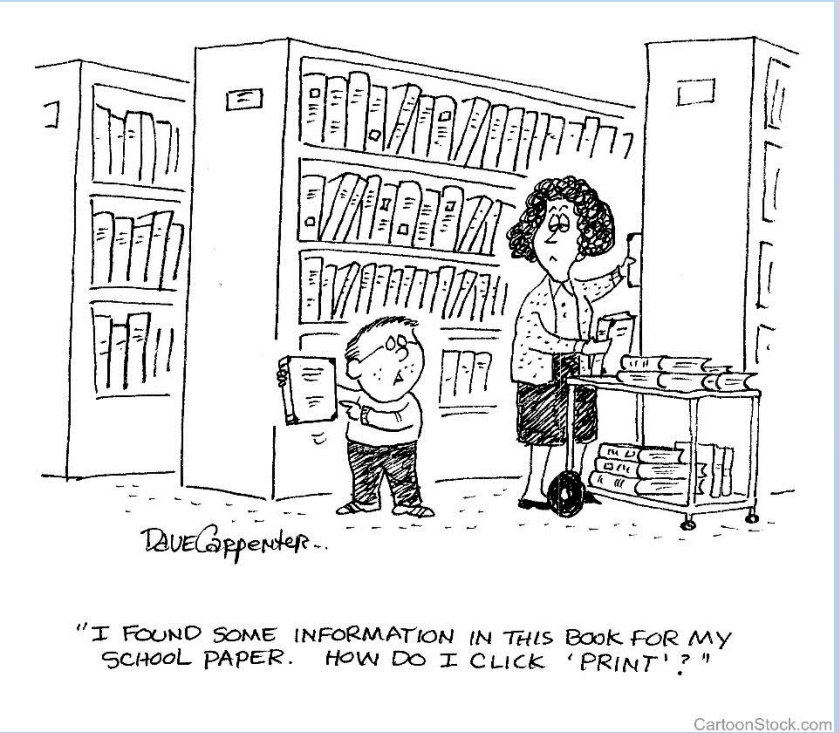
Onset of Budget Cuts



Current Beliefs



Learning to Adapt



The Sad Reality



Lindsay, AR (2004). Marketing and Public Relations Practices in College Libraries. CLIP Note, ALA. Chicago.

Medical Librarians occupy a fairly well-defined place in Hawaii's health care community. Most of our customers know where we are, who we are, and what services we provide. It was all pretty predictable until electronic books and journals came on the scene. When the National Library of Medicine (NLM) made the Medline database available to everyone for free, with a program called Grateful Med, many in our profession though it signaled the end of the need for medical librarians.

However, as some doors closed, others opened. Yes, doctors and nurses can do their own searches. Everyone now has access to Medline (and Google). But electronic access has changed the landscape – for health care providers and for medical librarians too. There are many excellent sources of medical information now and many are readily available on handheld devices, so that information is instantly available to health care providers. If they know which database to use, if they know how to set it up on their handheld device, if the subscription fees have been paid.

These are the things medical librarians do these days: select the most useful sources of information for their institutions, make sure the latest download information is available, keep up with URLs that seem to change weekly, make sure the license fees are paid, and teach the health care providers how to select the best resource and find the information they need for patient care, research, and publication.

We are learning how to measure the value of what we do for our institutions. We are using return on investment (ROI) algorithms to show that we return value in terms of dollars spent on medical library staff and resources. But we are also returning value to our institutions because the services we provide affect patient care decisions. We share our knowledge and expertise in literature searching and our familiarity with medical information resources with students and clinicians and thereby contribute to their effectiveness and their success.

The Value is There



The views expressed in this poster are those of the authors and do not reflect the official policy or position of the Department of the Army, Department of Defense, or the US Government, or the University of Hawaii.

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